

A Critical Review and Directions for the Use of Eco-Friendly Products in Bangladesh

Md Monir Uz Zaman

Major

Dhaka Cantonment, Bangladesh



Abstract – The main aspect of going eco-friendly is about sustainability. Going eco-friendly also improves our quality of life in terms of mortality, age, diseases etc. Thus the importance for the use of eco-friendly products is bringing into everyone's mind. These papers uses data from survey, open sources, journal, articles and publications and examine the usage of eco-friendly products by various countries in the world. In depth analyzes is also done to bring out the importance to go for eco-friendly, factors affecting the maximum use, advantages and disadvantages of the eco-friendly products with way forward for the green environment of Bangladesh. The result shows that we need eco-friendly environment due to polluted environment, erosion, healthier lifestyle, sustainability, quality of life and so on. One of the key findings was that when customers had used a certain brand in the past, they were more likely to continue buying that brand, even when the price increased. However the socially responsible activities of a business could promote awareness that green products and recycling of e-waste are important for an environmentally-secure future. The top management commitment and corporate environmental support policies can facilitate eco-friendly product development strategies, while environmental performance incentives do not. In turn, the adoption of such strategies has a positive effect on firms' product development effectiveness. This effect weakens when business conditions are highly complex but tends to become stronger with increasing levels of munificence in the business environment. These findings have important implications for promoting the eco-friendly products in Bangladesh.

Keywords – Eco-Friendly, Products, Environment, Factors, Importance, Recycle, Bangladesh.

I. INTRODUCTION

In recent years, as a result of increasing access to technology and the rapid growth of the Bangladesh economy, a market has emerged for computers, consumer electrics and home appliances. In 2009 the Environmental Protection Agency (EPA) reported that U.S. consumers generated over 3.19 million tons of e-waste including televisions, telephones, video cameras, and computer equipment. In the United States, only 430,000 tons, or 13.6%, of these electronic items had been disposed of and recycled. Despite the high rate of e-waste, Sharma and Bagoria contended that green marketing for eco-friendly products would reach \$3.5 trillion by the year 2017, due to catering to environmentally conscious consumers [1]. In the modern era today, the level of consumption of various products on the market is very high, from the general public circles the purchase transaction in the modern market around the neighborhood where the customers live. Every year Bangladesh generates roughly 2.7 million metric tons of e-waste. This electronic waste is disposed without understanding the harmful effects of dumping this waste in to open landfills, farming land and open bodies of water [2]. It is no exaggeration to say a society is ruled by the logic of the environment in the 21st century. Since the 18th century industrial revolution, human beings have benefited of the richness due to the mass production and mass consumption, having a continuous growth with a progress of industrialization, industrial technology, and advanced material. However, these types of economic activities based on material growth causes serious global environmental issues such as destroy

of the ozone layer, global warming, acid rain, waste disposal and so on because of the destruction of public goods that is the environment; furthermore, the level of the contamination threatens the survival of mankind.

Since 1970s, the world's environmental problems have started to spread out towards the awareness of environment conservation, and in recent years the need of environmental management emerges as a new measure including international agreements and the Green Round, which is to urge connection between environmental problems and international trade [3]. To begin with, it is essential to understand clearly the different features between traditional marketing which is consumer-focused marketing and Eco-friendly marketing that is social perspective in terms of ideologies, values, and systems. The philosophy of Eco-friendly marketing is not to mainly focus on the limited customer reaction which is visible, but with a wide degree of dimensions to keep emphasis on the gist of improving the quality of human life rather than material convenience or wealth, regarding the customers as its own value without being recognized as a revenue source [3].

Like many countries, Bangladesh is also put under the impacts of climate change. The natural disasters like cyclone, excessive rain, floods, droughts, river erosion are hampering the life of people and economy almost every year. In this case, green fiscal initiatives are essential for the country in order to mitigate the climate change impacts and reduce the negative impacts of natural disasters for ensuring sustainable livelihood of people as well as sustainable development [4].

Eco-friendly products concept incorporates a broad range of activities for establishing the consumer rights, protecting the environment and meeting the consumer needs. Eco-friendly products with deceptive practices, grey marketing, food adulteration and protects consumers from unscrupulous businessman. This concept is already activated all over the world. So Bangladesh would not be out of this. By now, from the Government to different parties, agencies, NGO's and private organizations, all are committed to shoulder the responsibilities. Unfortunately, a majority of people believe that Eco-friendly refers solely to the promotion or advertising of products with environmental characteristics. Terms like Phosphate Free, Recyclable, Refillable, Ozone Friendly, and Environment Friendly are some of the things consumers most often associate with green marketing [5]. It is highly expected that there are multiple benefits from Eco-friendly products, both from environmental and business competitiveness. Eco initiative approaches focus on upgrading environment and healthy life with an increasing productivity capacity without corresponding increases in resource use and pollution burdens.

II. LITERATURE REVIEW

Green development ensures the socioeconomic development that incorporates environmental issues while remaining economically viable for owners and tenants. Evidence suggests that environmental degradation and climate change related risks and vulnerabilities have increased then before. The government of Bangladesh (GOB) is concerned about green development and formulates various Acts, regulations and policy initiatives since 2010 [6].

Eco-designer creates designs that are demanded by markets. Green design rules are needed to support the implementation of environmental features in the practical design situation. The present situations about the Green Design trends in some of the leading consumer goods manufacturers [7].

A great number of researches are being going on for compiling the product design guidelines for protecting the environment. A growing number of managers believe that there are tangible advantages to incorporating environmental concerns into product design decisions [8].

Green development ensures the socioeconomic development that incorporates environmental issues while remaining economically viable for owners and tenants. Government as the authority of the state should provide favorable incentives, policy and regulatory pressure for green development [9].

A green product is one which satisfies consumers' needs without damaging the environment and contributes towards a more sustainable world [10]. These products are environmentally superior and have low environmental impact. Green products use material safer to the environment, are recyclable and require less packaging [11]. Some examples of green products are: organic products, energy efficient light-bulbs, herbal products, eco-friendly washing machine, etc.

Hu et al. [12] addressed that green development requires green restructuring of resource use, green production process, and ensure mutual benefits between nature and human. The main aspects of green development are- optimize ecological space, build climate adaptive, environment-friendly and resource-saving society, and protect natural ecosystem. The mentionable initiatives for

green development are green credit, green banking, environmental compensation mechanism, environmental tax, green trade, government green procurement, green insurance and green securities, urban green spaces, and green innovation.

Many of the articles focus on the selection of raw materials which may be recyclable or collected from sustainable sources. In 2006 Medina discussed the role of eco-design tools in materials selection presenting some results of a six-month case study on Eco-design and Recycling Strategy. The different groups in charge of different automobile sectors worked together in simultaneous engineering at the design, prototyping and assembly line and achieved a recycling rate of 95% and incorporated over 18 Kg of recycled plastic [13]. But it is evident that not only the material but also product architecture significantly influences environmental impact.

Environmental awareness continues to rise among customers of all types. Consumer and enterprise are realizing that the IT products they acquire and use on a daily basis need to be designed with a different set of criteria in mind. IT users expect reduced operating costs as well as more predictable disposal costs at the end of the product life cycle [14].

Environmental knowledge as “a general knowledge of facts, concepts, and relationships concerning the natural environment and its major ecosystems” [15]. Hence, it involves public knowledge about the environment, key relationships concerning to environmental facets or impacts, an admiration of entire organism, and mutual conscientiousness for sustainable development. The customer’s level of environmental knowledge about environmental issues, the available substitutes and solutions to these problems are another factor, which has at times proven to affect the consumer’s behavior.

Like all other nations of the world, Bangladesh also acted to the global call for the protection and conservation of natural environment & ecology. Industrial development significantly contributes towards economic growth of a country. It brings along with it a host of environmental problem too. It is increasingly being recognized in Bangladesh as in other part of the world that for development to be meaningful & sustainable over a longer period environmental concern must be integrated into all development. Integrating environment in all development activities and achieving environmentally sound development planning has immersed as the greatest challenge to the dominant development paradigms all over the world along with its vulnerability to natural disaster.

III. OBJECTIVE OF THE STUDY

In this study, an attempt is made to examine the importance of eco-friendly products, factors affecting to productivity, positive and negative side of the products. More so, greater attention is given to bring out the possible way for the best use and promulgating this concept in Bangladesh. However, the specific objectives of this research are:

- To find the importance of eco-friendly products.
- To evaluate the prospects of green marketing in Bangladesh.
- To find out the factors affecting for promulgating the concept.
- To find the ideology of general people for accepting the use of eco-friendly products.
- To find the best way for utilisation of eco-friendly products for a healthy and green environment.

IV. METHODOLOGY

The methodology is followed very meticulously for unfolding the research. Although the time was limited but requirements for the research were taken into due account for the best output from the survey and other form of collecting information.

- Case. A Critical Review and Directions for the Use of Eco-Friendly Products in Bangladesh.
- Independent Variables. Use in Bangladesh.
- Dependent Variables. Eco-friendly Products.
- Type. Research paper
- Study Site. In and around Dhaka city.
- Study Duration. January - April 2021.

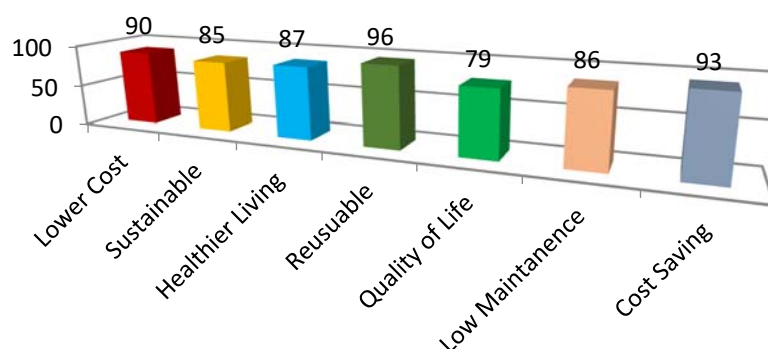
- Quantitative Study Design. Survey in Different Stakeholders
- Qualitative Study Design. Interview and open sources.
- Data Collection Method. To operationalize this research, both quantitative and qualitative techniques were adopted for data collection.

V. DATA ANALYSIS AND DISCUSSIONS

Eco-friendly Products. This term simply describes a product that is not harmful to the environment. However, it can get more complicated than that, as there are many factors of something that might be “harmful to the environment” [16]. Eco-friendly products, or green products, are products that do not harm the environment whether in their production, use, or disposal. Businesses and consumers alike were attempting to reduce their impact on the environment by practicing energy conservation and reducing pollution to the environment; thus, many environmental factors were currently under review. In addition, corroborated the importance of environmental factors, in their ranking of the top 18 manufacturers of consumer electronics such as personal computers, mobile phones, TVs, and game consoles, according to their policies on toxic chemicals, recycling, and climate change [17]. Green Peace aimed at eliminating hazardous substances, recycling obsolete products, and reducing the impact of the manufacturers’ operations on the climate. The eco-rating system helps to prevent green washing, a term used to describe false or misleading advertising by leading companies, designed to convince consumers that their products were environmentally friendly, when in actuality they were not.

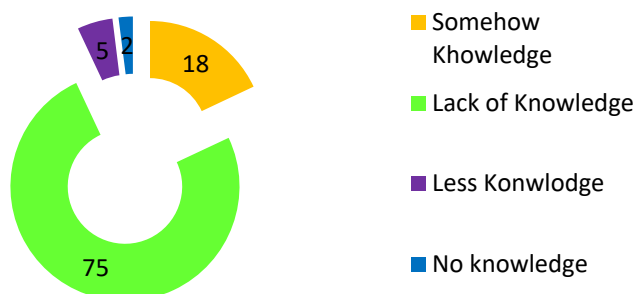
Importance of Eco-friendly Products. Sometimes, consumers don't buy eco-friendly products due to the cost. They may seem more expensive, but many of these products last longer and offer several benefits over other products. The chart 1 is showing the tangible importance.

Chart 1: Showing the Importance of Eco-friendly Products



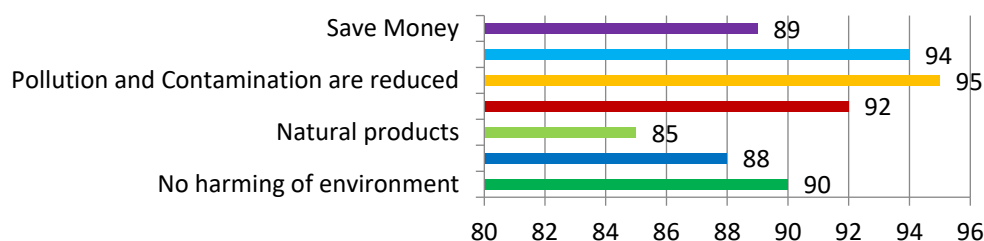
- **Proper Knowledge on Eco-friendly Products.** From the survey, many opined for not having proper idea for better use. Almost 75% opined that their lack of knowledge and awareness does not allow for the best use of the green products.

Chart 1: Showing the Percentage of Knowledge on Eco-friendly Products



- *Reasons to use Eco-friendly Products.* Most of the responders opined that pollution and contamination are reduced due to use of eco-friendly products. However the charts below showing the other findings.

Chart 1: Showing the Importance of Eco-friendly Products



It seems that everywhere we go, at least someone decided to go green and people talk about how it affects our planet all the time. Going green means leading a lifestyle that's not just more beneficial for people who do it, but for their surroundings as well. The planet can benefit out of it a lot, so if we're not eco-friendly at the moment, maybe we should consider becoming like that.

Eco-friendly consumer preferences and Quality Products. Eco-friendly consumer preferences aims to find out what consumers love and dislike toward environmentally friendly products, and to know the understanding and interest of consumers of environmentally friendly products in the modern market. Eco-friendly products are designed and manufactured products such as plastic wrappers, cup coffee, cake wrap, pouches, foodstuffs, electronic products and others. No types of the products pollute the environment once they are used up. Awareness and consumer attraction to a product marketed through green marketing (Green Marketing) is very important in determining the decision to purchase environmentally friendly products [18].

Eco-friendly Products. There are many different types of eco-friendly products. Each one ensures a quality product that is beneficial both to its users and the planet [16].

Clothing: There are a lot of companies that produce eco-friendly clothing. This clothing is typically made from recycled materials, which provide cost-efficient products to make an even better product! Most manufacturers also use the most environmentally sustainable manufacturing methods possible.

Recycled Toilet Paper: This is not as weird as it sounds! Recycled toilet paper is a great alternative to simply buying non-organic toilet paper. It is typically cheaper than the regular kind, and is available from most stores.

Reusable Bags: We have all used super-market plastic bags to fill our tiny trash cans or place in our cars to collect the random straw wrappers. However, there are other ways to reuse plastic bags.

Cleaning Products: Some of the most important places to invest in "going green" is in the cleaning department. Harsh chemicals such as bleach, antibacterial soap, and all-purpose cleaner are all risky products to use inside and outside the home.

Eco-Friendly Technology: In this day and age, electronics make up most of our lives. From televisions to cell phones, our lives revolve around technology. However, these products require charging, which uses a lot of electricity and can raise the electric bill, or they require batteries, which can be just as bad.

Recycled Toys: A lot of companies have taken the initiative to produce eco-friendly toys and games for children. These toys are often made from recycled material and from plastics that do not contain any dangerous chemicals.

Accessories: Style and personal expression being very important to younger generations. Eco-friendly and recycled accessories are a great way to save money, the planet, and save them from boredom.

- *Top management commitment.* Commitment at the top level is a managerial resource that is vitally important to the deployment of an eco-friendly product development strategy [19]. It demonstrates the importance of environmental sustainability for the firm's operations. In line with this thinking, Hart argues that corporate vision and strong leadership

are key facilitators for developing environmental capabilities [20]. This is because employees are generally more motivated when they perceive support from managers at higher levels [21].

- *Corporate environmental support policies.* Corporate environmental support policies refer to the presence of departments, personnel, systems, and/or procedures to support the management of environmental issues in the firm [22]. The literature points to the importance of installing environmental support policies in the firm to facilitate effective product development practices. Environmental support policies can help product development employees understand the required tasks and how to perform key processes and routines effectively [23].
- *Environmental performance incentive.* Firms require routines related to incentives and rewards to encourage employees to perform important organizational activities [24]. Environmental performance incentives are important input-based resource mechanisms that link individual employee performance with eco-friendly product development strategies. Such reward systems are part of an organization's processes and help employees engage in knowledge-sharing routines, increase information absorption, and evaluate and transmit skills within the firm [25].
- Developing environmental knowledge enables firms to find ways of maximizing efficiencies and exploring new market opportunities. Experiential knowledge gained from involvement in eco-friendly operations flows from one department to another in the firm [26].
- An eco-friendly product development strategy has positive product development effectiveness outcomes. Product development effectiveness refers to how well the firm manages its product development processes by offering new products and improving existing ones to effectively satisfy customers. Scholars suggest embracing sustainability can be beneficial for firms in terms of new product sales, employee commitment, and customer satisfaction and retention [22].
- Efficiencies from eco-friendly product development strategies can spill over to other firm projects related to new product design or existing product improvement [26]. They are likely to result in a continuous pattern of improved product introductions in terms of quality, attractiveness, and price, potentially strengthening the firm's competitive position and performance. A typical example is Toyota's experience with the Prius hybrid model. Many green initiatives introduced by the model's development in the late 1990s have contributed to the creation of important eco-friendly knowledge. In turn, the Prius has served as a platform for the development of new commercial models (e.g., Auris hybrid) and upgrades (e.g., third-generation Prius), enabling the company to achieve and sustain product leadership.
- Dynamism in the business environment. Dynamism refers to the rate of change of market factors in a firm's business environment [27]. Changes in customer preferences, product standards, marketing practices, and technology are key elements of dynamic environments [28]. In contrast, we expect the positive effect of eco-friendly product development strategy on eco-friendly product development effectiveness to increase in more dynamic business environments.
- Bangladesh Government has prioritized green government procurement in the two policies namely Public Procurement Act 2006 and Public Procurement Rules 2008. Both the policies included several initiatives to ensure green government procurement such as green innovation, efficient use of spaces, consider environment friendly process, and incorporate energy saving procedures [29].
- The company and marketer can inform consumers about green products by using green marketing tools such as green branding, green advertising, and eco labels. Additionally, it is time to apply the effectiveness of green advertising while emphasizing the environmental benefits [30].
- Eco labels are also an essential marketing promotional tool that can improve the sales and brand quality of a product, encourage manufacturers to comprise the environmental impact of their products, and create consumers who are more aware of environmental issues [30].
- Eco-branding also aids in the development of the green market and the challenge of transforming the production [3,170,176]. Therefore, marketers should highlight the clear and correct information regarding green products or services with Eco labels that supports encouraging consumers' adoption of green products and increase the knowledge of green products or services [31].

- A company could show its high involvement and support through effective environment-related campaigns, for example, energy conservation for a better sustainable environment to expand consumer awareness of green products.
- The government can create pressure also on the company and marketer to produce green products that will be eco-friendly. In Bangladesh, there is a huge responsibility from the sides of both policy decision-makers and producers in handling the continuously increasing consumption and production and effectively steering them towards sustainability.
- Eco-Marketing mix consists of 4P's, they are- product, price, place and promotion. Three additional P's are used for services, they are- people, process and physical evidence. Eco marketing principle states that every component of marketing mix will have a green perspective from introduction to establishment of the product in the market [32].

VI. THEORETICAL IMPLICATIONS, LIMITATIONS AND FURTHER RESEARCH

The most important theoretical contribution of this paper lies in the extensive literature review of the topic of eco-friendly products from the aspect of consumers, which covers this topic in an up-to-date and thorough way. I have conducted a literature review of research papers, containing as keywords the following phrases: "eco-friendly products" or "green environment".

The results are interpreted in light of several limitations inherent in my research design choices. First, survey is conducted with limited number of audience that is the sample size was very less. So, the researcher should take more sample sizes to justify the research. Second, the timeframe for this sort of research demand more time. However I tried to collect the best possible samples within this stipulated time. Third, survey is conducted within Dhaka city. It would be much comprehensive if the survey would be done taking number of cities in Bangladesh. Fourth, survey would be more developed if the audience would get some actual sample of eco-friendly products. Future studies could use multi-informants and secondary data sources to validate the results. More so, this research did not select for specific eco-friendly products. Therefore, buying eco-friendly products is not the same experience. Thus, certain types of eco-friendly products should be further classified as research targets to create the right strategy for market segmentation.

Eco-friendly products marketing is a growing sector for conducting the research. Identifying customer expectation and customer perception about green marketing are very important to develop this sector in Bangladesh. Further research should be carried out in order to enhance the understanding of customer satisfaction and awareness building. Moreover a similar study could be conducted with a larger sample size so that results could be comprehensive to a large population to identify the prospects and challenges of the use of eco-friendly products in Bangladesh.

VII. CONCLUSION

The importance of green marketing in the society is immense. It is spreading all over the world day by day. This is the right time for the businessmen to choose green marketing internationally. It will bring revolutionary change in the world of business if all nations will formulate strict roles because green marketing is essential to save world from pollution. Green marketing should not be considered as just one more approach to marketing, but has to be pursued with much greater vigor, as it has an environmental and social dimension to it. With the threat of global warming looming large, it is extremely important that green marketing becomes the norm rather than an exception or just a fad. Recycling of paper, metals, plastics, etc, in a safe and environmentally harmless manner should become much more systematized and universal. It should become the general norm to use energy-efficient lamps and other electrical goods. Marketers also have the responsibility to make the consumers understand the need for and benefits of green products as compared to non-green ones. In eco-friendly marketing, consumers are willing to pay more to maintain a cleaner and greener environment. Finally, consumers, industrial buyers and suppliers need to pressurize to minimize the negative effects on the environment-friendly. An eco-friendly product development strategy, monitoring cell, eco-labels and marketing, eco-branding, dynamism in business environment and developing the knowledge on eco-friendly products would help Bangladesh for better living with a better environment.

REFERENCES

- [1] Sharma, S & Bagoria, H. (2012). Green marketing: A gimmick or the real deal. *International Journal of Research in Finance and Marketing*, 2, 406-414. Retrieved from <http://www.euroasiapub.org/ijrfm.html>
- [2] Green Page (2013), "E-waste in Bangladesh", 2 June.

- [3] Dissertation (2019), Eco Friendly Marketing: Challenges and Opportunities, Dec 12. Retrieved from <https://ukdiss.com/examples/eco-friendly-marketing.php>
- [4] Voumik, L. C; Shah, M. G. H. A green Economy in the Context of Sustainable Development and Poverty Eradication: What are the Implications for Bangladesh? *J. of Eco. and Sus. Dev.* 2014, 5 (3), 119-131.
- [5] Matin (2016), Prospects and Challenges of Green Marketing in Bangladesh, *European Journal of Business and Management*, Vol.8, No.22, pp. 114.
- [6] Benefits of Eco-Friendly Products And Initiatives From Around The World, February 27. Retrieved from <https://www.cleanlink.com/news/article/Benefits-of-Eco-Friendly-Products-And-Initiatives-From-Around-The-World--22033>
- [7] Enhance green purchase intentions: The roles of green perceived value, green perceived risk, and green trust. *Management Decision*, 50(3), 502-520.
- [8] Green Advertising Effects on Attitude and Choice of Advertising Themes *Asia Pacific Journal of Marketing and Logistics* 17(3), 51-66
- [9] Bhuiyan (2019), Government Initiatives for Green Development in Bangladesh, Preprints, doi: 10.20944/preprints202008.0298.v1
- [10] Prospects and Challenges of Green Marketing in Bangladesh, *European Journal of Business and Management*, Vol.8, No.22, pp. 114.
- [11] Chen, T. B., & Chai, L. T. (2010). Attitude towards the environment and green products: Consumers' perspective. *Management science and engineering*, 4(2), 27-39.
- [12] Factors Affecting Green Marketing in Bangladesh, *Global Journal of Management and Business Research: E Marketing*, Vol. 14 No.1, pp. 45.
- [13] Electronics donation and recycling. Retrieved from <http://www.epa.gov/osw/conserva/materials/ecycling/donate.htm>
- [14] Eastwood, "The Environmental Product Life Cycle: Environmentally Friendly Design", IDC February 2007, Sponsored by: HP. <www.dell.com/downloads/.../secure_exchange_idc_white_paper_final.pdf>.
- [15] Fraj-Andrés, E., & Martínez-Salinas, E. (2007). Impact of environmental knowledge on ecological consumer behaviour: an empirical analysis. *Journal of International Consumer Marketing*, 19(3), 73-102.
- [16] Kangovou (2017), The importance of Eco-friendly products, January 09, Retrieved from <https://www.kangovou.com/the-importance-of-eco-friendly-products/>
- [17] Green Peace (2010,. Guide to greener electronics. Retrieved from <http://www.greenpeace.org>
- [18] D S Soegoto (2018), Analysis of eco-friendly preference and eco-friendly product quality; their implications to customer satisfaction, 3rd Annual Applied Science and Engineering Conference
- [19] Berry, M. A., & Rondinelli, D. A. (1998). Proactive corporate environmental management: a new industrial evolution. *Academy of Management Executive*, 12, 38–50.
- [20] Ha, S., & Stoel, L. (2012). Online apparel retailing: Roles of e-shopping quality and experiential e-shopping motives. *Journal of Service Management*, 23, 197-215.doi:10.1108/09564231211226114
- [21] Rosenzweig, E., & Gilovich, T. (2011). Buyer's remorse or missed opportunity: Differential regrets for material and experiential purchases. *Journal of Personality and Social Psychology*, 102, 215-223. doi:10.1037/a0024999
- [22] Menon, A., & Menon, A. (1997). Enviropreneurial marketing strategy: the emergence of corporate environmentalism as market strategy. *Journal of Marketing*, 61, 51–67.
- [23] Kleinschmidt, E. J., De Brentani, U., & Salomo, S. (2007). Performance of global new product development programs: a resource-based view. *Journal of Product Innovation Management*, 24, 419–441.

- [24] Attitudes and behaviour towards organic products: an exploratory study. *International Journal of Retail & Distribution Management*, 36(2), 158-175.
- [25] Mahoney, J. T. (1995). The management of resources and the resource of management. *Journal of Business Research*, 33, 91–101.
- [26] Ambec, S., & Lanoie, P. (2008). Does it pay to be green? A systematic overview. *Academy of Management Perspectives*, 22, 45–62.
- [27] Green food consumption intention, behaviors and influencing factors among Chinese consumers. *Food Quality and Preference*, 28(1), 279-286.
- [28] Salazar, H. A., Oerlemans, L., & van StroeBiezen, S. (2013). Social influence on sustainable consumption: evidence from a behavioural experiment. *International Journal of Consumer Studies*, 37(2), 172-180.
- [29] Ahammed, K. F. Governance in Sustainable Public Procurement: Role of Supreme Audit Institution, Bangladesh. Unpublished Masters' Thesis of Institute of Governance Studies, BRAC University, Dhaka, Bangladesh, 2015.
- [30] N. Delafrooz, M. Taleghani, and B. Nouri, Effect of Green Marketing on Consumer Purchase Behavior, 2014.
- [31] Wustenhagen and M. Bilharz, "Green energy market development in Germany: Effective public policy and emerging customer demand," *Energy Policy*, 2006.
- [32] Arseculeratne and R. Yazdanifard, "How green marketing can create a sustainable competitive advantage for a business," *International Business Research*, 2014.
- [33] Hughner, R. S., McDonagh, P., Prothero, A., Shultz, C. J., & Stanton, J. (2007). Who are organic food consumers? A compilation and review of why people purchase organic food. *Journal of consumer behaviour*, 6(23), 94- 10
- [34] E. Rahbar and N. A. Wahid, "Investigation of green marketing tools' effect on consumers' purchase behavior," *BusinessStrategy Series*, vol. 12, no. 2, pp. 73–83, 2011.
- [35] Orlitzky, M., Schmidt, F. L., & Rynes, S. L. (2003). Corporate social and financial performance: a meta-analysis. *Organization Studies*, 24, 403–441.
- [36] S. Kaila, E. Hyvarinen, "Integrating Design for Environment into the Product Design of Switching Platforms", *IEEE*, 1996, pp. 213-217.